



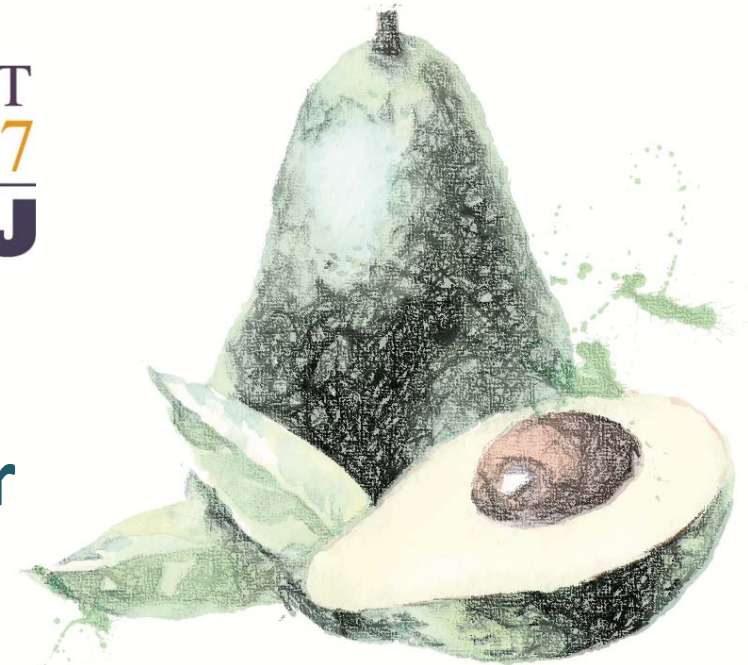
Winner



Best Service Team
Catering
APSE Service Awards 2016

ACHIEVEMENT
AWARDS 2017

WINNERS **THE MJ**



Brian Cape Commercial Development Manager 'FoodService Division'

Finalist



Best Commercialisation and
Entrepreneurship Initiative
APSE Service Awards 2016



Finalist



Best Commercialisation and
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APSE Service Awards 2017

Finalist



Best Service Team:
Catering Service
APSE Service Awards 2017



THE CATERER
Foodservice
Cateys 2017
SHORTLISTED

The Council's Priorities...

Children



A great city to grow up in

Make the best of our unique demography and create a safe and secure city for our children to learn and grow in.

Jobs and Skills



A great city to succeed in

Birmingham will be renowned as an enterprising, innovative and green city.

Health



A great city to grow old in

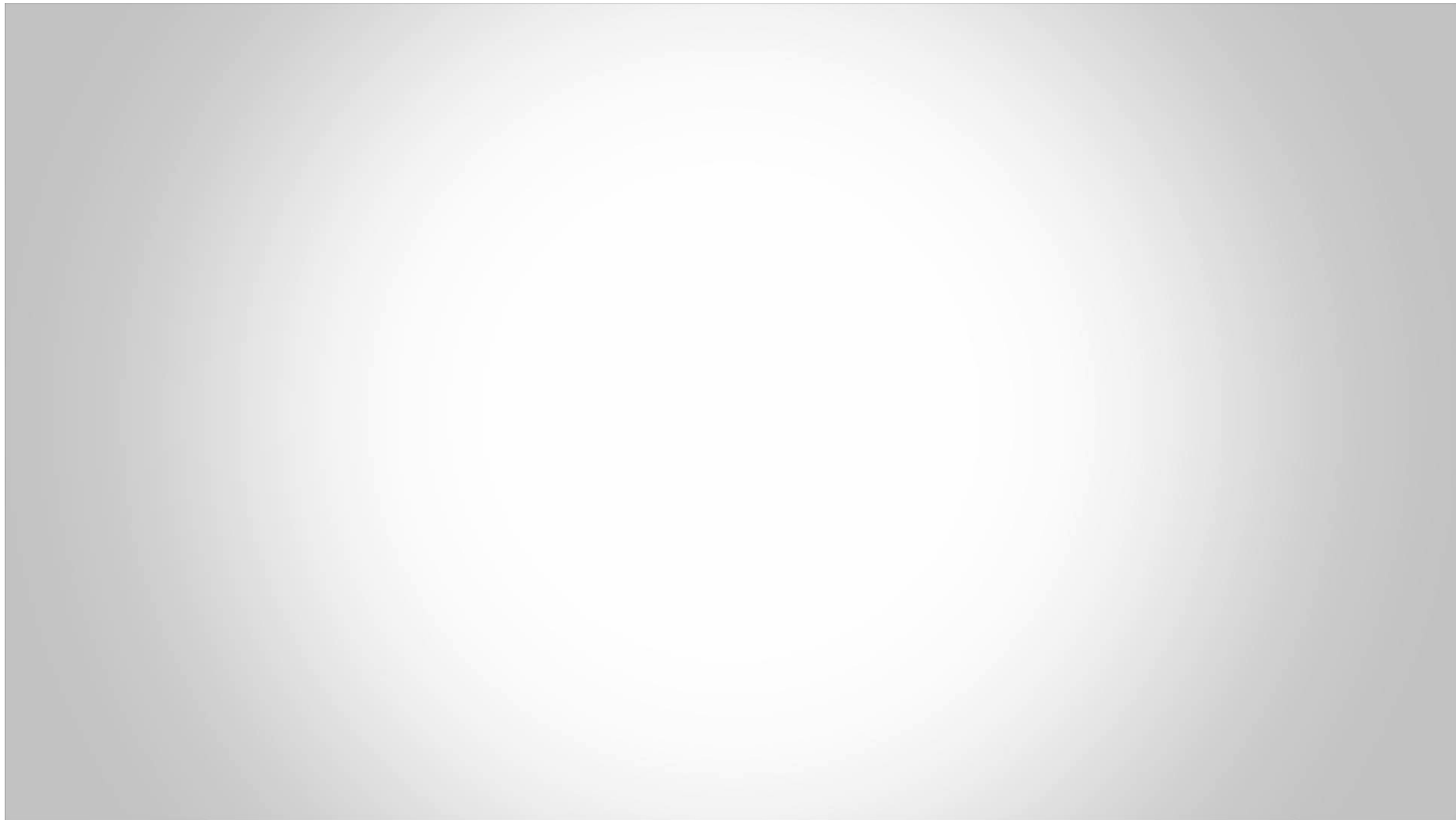
Helping people become healthier, especially relating to physical activity and mental wellbeing.

Housing



A great city to live in

Provide housing in a range of types and tenures, to meet the housing needs of all of the current and future citizens of the city.

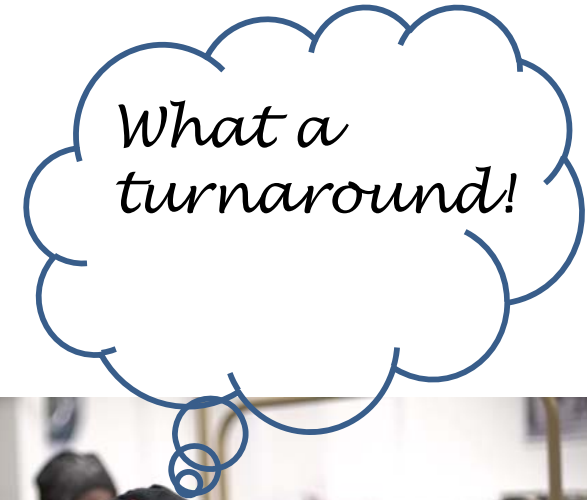


Social Commercialisation....

Year	(Loss) / Surplus
2012/13	(£312k)
2013/14	(£610k)
2014/15	£1.7m
2015/16	£2.1m
2016/17	£2.6m

Aspirations.....

Year	(Loss) / Surplus
2017/18	£2.7m*
2018/19	£3.2m
2019/20	£4m




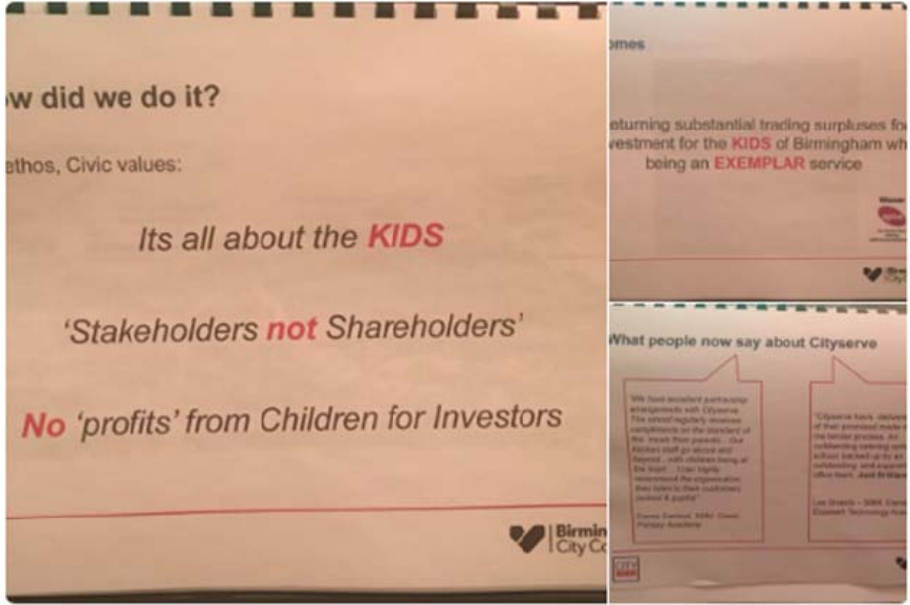
Surplus for Purpose

BIRMINGHAM

- We're ALL about the KIDS
- *Stakeholders NOT Shareholders*
- We don't make profit from children
- We generate surpluses to return for the benefit of citizens

You Retweeted


 **Cllr Majid Mahmood** @CllrMajidMahmood · Mar 6
Really proud of the @BhamCityCouncil @LoveCityServe team who have returned substantial surpluses for reinvestment for our kids in #Brum



You, Bham City Council, Birmingham Newsroom and 7 others

12 14

You Retweeted

 **julie** @Brummie_Girl · Mar 6
Replying to @KennedyJacqui
it's awe inspiring isn't it. A BCC hidden gem. Such passion and commitment to healthy eating. Son tells me food is good too!

2 2



At the heart of what
we do.....

CITY
KITCHEN
LIVE!



MADE FRESH

"Miss.....

I'd like to be a
Chef when I
grow-up"



WELCOME

A place where EVERYONE wants to eat.....



MADE **FRESH**



Not just about school food, we're using our civic resources to provide wonderful opportunities to help give young adults skills and chances



Wayne Edge @chefcitykitchen
So pleased to be working with the Hive college, Aisha is proving to be a chef in the making @UCBenterprise



oliday
Kitch



CITY SERVE Cityserve @LoveCityServe
'Come Dine With Us'
More than just school dinners.
Total school and student engagement in creativity and healthy eating @BCCEducation



Shirestone Academy
@ShirestoneAcad Following
Replying to @chefcitykitchen @LoveCityServe
Thank you for giving our children a lifelong memory. Your team are incredible ❤️



We



BIRMINGHAM

our customers

- Bespoke Contracts & Relationships
- Key Account Management
- Winning MAT Business ‘Organically’
- Winning New Business
- KEEPING OUR PROMISES



CITY SERVE We are Birmingham's **ONLY** not-for-profit community education caterer. Now more than ever.....

...YOUR CITY NEEDS YOU!

- We only exist to provide the children of Birmingham healthy, value for money, nourishing meals.
- Any surpluses we generate are of **DIRECT BENEFIT TO YOUR COMMUNITY** as they are given back to **YOUR** city.
- **YOU** are the stakeholder - we don't have owners or shareholders looking to maximise profits. We will **NOT** make profits from children.
- **THANK YOU** to our many customers who make us the UK's **BEST** Civic School Meals Provider.

We're **ALL** about the kids...

Winner
apse
Best Service Team
Catering
APSE Service Awards 2014

www.cityserve.org.uk
0121 464 9002
@CityserveOfficial
@LoveCityserve
@CityserveOfficial

BIRMINGHAM

We



our colleagues





BUILDING ON THE PAST SHAPING THE FUTURE



Acorns & Oaks



CITY SERVE SELECT

Providing all Aspects of **Catering Management** & **Support Services** for 'In-House School Catering'

CITY SERVE LEARNING & DEVELOPMENT CENTRE



QA
QUALSAFE AWARDS
REGISTERED CENTRE
Centre No: 0908887

chamberlain
BRINDLEY
civic banqueting since 1947





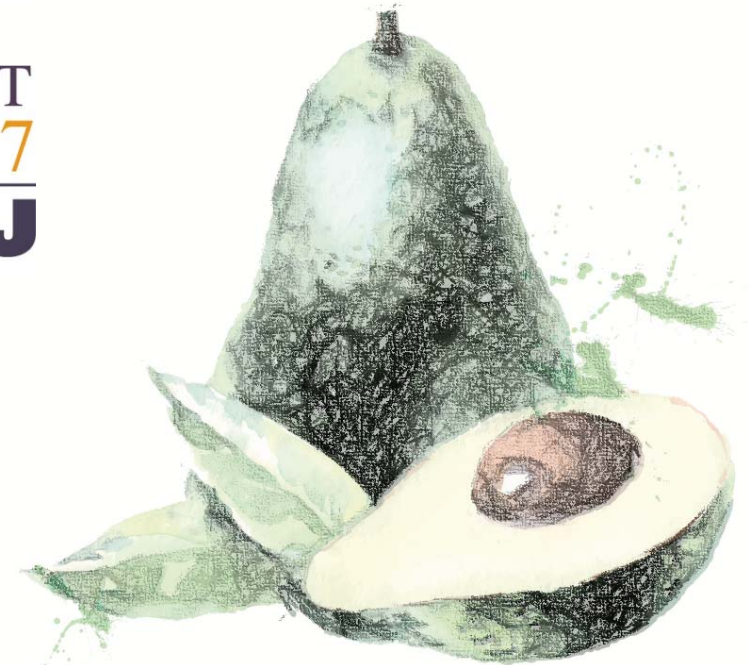
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Thank-you for listening.....

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